

**Global Online Accommodation Market Assessment, By Platform [Mobile Application, Website], By Mode of Booking [Online Travel Agencies (OTAs), Peer-to-Peer (P2P) Platforms, Direct Booking Channels, Others], By Accommodation Type [Hotels and Resorts, Vacation Rentals, Hostels, Homestays and Guesthouses, Corporate Housing and Serviced Apartments, Others], Region, Opportunities and Forecast, 2018-2032F**

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**Report description:**

Global online accommodation market is projected to witness a CAGR of 10.12% during the forecast period 2025-2032, growing from USD 273.12 billion in 2024 to USD 590.59 billion in 2032. The global online accommodation market is growing at a fast pace because the majority of people are using smartphones and the internet to book stays. As it offers many different services, such as easy access, digital payments, travel apps, and discounts. Further, it makes it simple for users to compare, choose and reserve places to stay at any time.

Global online accommodation industry enables consumers to book hotel rooms, vacation rentals, hostels and other accommodations through websites or mobile applications. It provides convenient access, price comparison, secure payment, and ratings from previous visitors (or guests). As global travel becomes more popular and also the technology improves, increasing travelers are making bookings via online sites. The industry is sustained through expanding internet penetration, rising mobile device usage, advanced digital payment infrastructures and evolving consumer behavior. Travelers nowadays want speedy, easy, and efficient booking facilities which these sites offer. A majority of home rental companies, hotel chains and online travel agencies are making their websites mobile-friendly and user-centric to get more consumers. This has resulted in improved customer service, quicker replies and greater options for stays. Since there has been an increase in both domestic and international bookings, the overall market is expanding well and is expected to grow even further over the next few years. For instance, in December 2024, Marriott International, Inc. reported that its luxury group planned to expand its luxury hospitality offerings by adding new luxury properties to meet the increased demand for online luxury accommodations and the growing trend

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of travel to premium experiences globally.

#### Involvement of the Internet and Mobile Use Influencing the Global Online Accommodation Market

One of the essential reasons for the expansion of the accommodation market is the growing use of internet and smartphone. Most individuals globally today use mobile devices and the internet to organize their day-to-day needs, including travel. With smartphones the customers can book stays at any time and place. Online tour operators and hotel apps have facilitated the process by making it easy, with friendly interfaces and seamless payment options. When tourists book a stay, they also look at pictures, read comments, and compare fares within seconds. As, more people feel at home using mobile phones with the internet extending to the outskirts and beyond, online reservations grow in number. This has spurred companies in the tourism to invest in more advanced mobile services and secure platforms with the growing advanced technology and needs. In simple terms, travel planning is easier, faster, and more convenient on mobile phones and the internet, as they increase market demand for online accommodation options.

For instance, in November 2024, Accor S.A. announced that it was expanding into the Asian market with 27 new hotel signings, demonstrating the company's understanding of market demand for accommodation via online booking options in Asia.

#### Demand for Inexpensive and Accessible Travel Proliferating the Global Online Accommodation Market

One of the primary reasons for the market growth is increasing popularity of affordable and convenient method of traveling. Most travelers, particularly youth and families, like to book their trips online as it helps them save time as well as money. Since online websites offer discounts, promotions and package deals which are not offered by offline shops. This assists individuals in arranging trips as per their budget. Besides, online services enable customers to filter by price, location and other requirements. With ease, one can get the best accommodation in a few clicks. Such tools provide customers with greater comfort, control and confidence when they are making reservations. Additionally, the ease of canceling or modifying bookings online enhances the convenience. Overall, as people desire cheap, convenient and flexible arrangements, that is why they use online accommodation services more. The need for convenience and cost savings is taking the market forward.

For instance, in June 2024, Ramp Business Corporation announced a corporate travel booking platform called Ramp Travel which was developed as part of its relationship with Priceline Partner Solutions. Ramp Travel allows companies like Ramp to access discounts on airfare and hotels.

#### Online Travel Agencies (OTAs) Segment is Influencing the Global Online Accommodation Market

OTAs are the dominant segment in the global online accommodation market due to the many services it includes, such as ease of use on the platforms and extensive coverage. OTAs are platforms that connect travelers with accommodation suppliers, providing users with an enormous number of hotels, vacation rentals, hostels and other types of stays and services all in one platform. The user can simply compare price, functional features, reviews and availability in real time. All these factors combined, make it easier for users to make a decision. Numerous OTAs provide compelling discounts, loyalty rewards and non-refundable cancellation policies, which attract users to book on their websites even more. Besides, their cross-globe partnerships with hotels and owners make it possible for OTAs to target both local and foreign tourists. Their effective online presence, promotional strategies and mobile app developments improve user experience and retention. Consequently, OTAs are now the most favored option for most travelers in search of convenience, diversity and budget-friendly reservation options, thus becoming the top segment of the online accommodation sector.

For instance, in October 2024, Oravel Stays Private Limited launched Oravel Travel Solutions, a B2B corporate travel service in India, offering corporate clients customized packages for stays, meals, conference arrangements, and event support at over 500 company-managed accommodations. In another instance, in April 2024 Cleartrip Private Limited launched Out of Office (OOO), a corporate travel management platform for SMEs and large enterprises. OOO features real-time policy controls, expenses integration, multi-vendor pricing.

#### North America is the Leading Region in Global Online Accommodation Market

North America currently leads the global online accommodation market. This is largely attributed to high internet penetration, many smartphone users, advancement of technology and a robust travel culture. The region boasts an established travel industry, comprising domestic and foreign tourists who tend to opt for online booking options. Online travel users in the United States and

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Canada are more inclined to take advantage of online platforms due to their reliance on digital payments and sophisticated technology. Availability of giant online travel firms such as Expedia and Airbnb in the region has also contributed to enhancing market growth. Furthermore, North America boasts strong business and tourism travel infrastructure with numerous hotels, resorts and rental facilities being available online. The popularity of weekend quick breaks and business travel contributes to the demand for instant, flexible booking facilities. All these combined make North America the dominating region in this market.

#### Future Market Scenario (2025 - 2032F)

-□The market will witness a surge in highly personalized booking experiences, leveraging AI and machine learning to offer tailored recommendations based on past behaviour, stated preferences, and even real-time context.

-□While hotels and resorts will remain a cornerstone, the market will see continued rapid growth in alternative accommodations. Vacation rentals, homestays, serviced apartments, and glamping options will gain further traction.

-□The demand for value-for-money accommodations will remain robust, particularly in developing regions (e.g., Asia Pacific, parts of Latin America, and Africa), where increasing disposable incomes fuel budget-conscious tourism. Conversely, mature markets (e.g., North America, Western Europe) will see a sustained preference for premium and luxury accommodations, including boutique hotels and high-end vacation rentals, driven by discerning travellers seeking unique experiences and elevated services.

#### Key Players Landscape and Outlook

Global online accommodation market is becoming increasingly competitive and consumer centric. Many providers are deploying resources to enhance the user experience through faster search results, increased personalization and a series of new smart booking tools. Technology trends such as AI-based recommendations, real-time price tracking technology and digital customer service are defining the future of the market. The efficacy of payments has also improved by accelerating and safeguarding payments and increasing data privacy standards. The overall outlook is optimistic, and accommodations are seeing increased demand as both developed and developing countries exert pressure. The vacation rental segment is progressive as customers are searching for more flexible and affordable travel options and the online accommodation provider for that matter has responded in kind. Moving forward, there is belief that we will see an increase in mobile bookings, last-minute and discounted booking deals or offers and short-stay rentals opportunities. Collectively, dotcom lodging will grow just fine, thanks to healthy online consumer behavior, and the rise in travel volume.

For instance, in December 2024, Hyatt Hotels Corporation revealed plans to double down on its number one position in the luxury and lifestyle category, with 50 (or more) new hotels in the near future, marking the increasing demand for luxury accommodations by high-value consumers across the global online travel landscape.

#### Table of Contents:

- 1.□Project Scope and Definitions
- 2.□Research Methodology
- 3.□Impact of U.S. Tariffs
- 4.□Executive Summary
- 5.□Voice of Customers
  - 5.1.□Respondent Demographics
  - 5.2.□Brand Awareness
  - 5.3.□Factors Considered in Purchase Decisions
  - 5.4.□Challenges Faced Post Purchase
- 6.□Global Online Accommodation Market Outlook, 2018-2032F
  - 6.1.□Market Size Analysis & Forecast
    - 6.1.1.□ By Value
  - 6.2.□Market Share Analysis & Forecast
    - 6.2.1.□ By Platform
      - 6.2.1.1.□Mobile Application
      - 6.2.1.2.□Website
    - 6.2.2.□ By Mode of Booking

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- 6.2.2.1. □ Online Travel Agencies (OTAs)
- 6.2.2.2. □ Peer-to-Peer (P2P) Platforms
- 6.2.2.3. □ Direct Booking Channels
- 6.2.2.4. □ Others
- 6.2.3. □ By Accommodation Type
  - 6.2.3.1. □ Hotels and Resorts
  - 6.2.3.2. □ Vacation Rentals
  - 6.2.3.3. □ Hostels
  - 6.2.3.4. □ Homestays and Guesthouses
  - 6.2.3.5. □ Corporate Housing and Serviced Apartments
  - 6.2.3.6. □ Others
- 6.2.4. □ By Region
  - 6.2.4.1. □ North America
  - 6.2.4.2. □ Europe
  - 6.2.4.3. □ Asia-Pacific
  - 6.2.4.4. □ South America
  - 6.2.4.5. □ Middle East and Africa
- 6.2.5. □ By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2024)
- 6.3. □ Market Map Analysis, 2024
  - 6.3.1. □ By Platform
  - 6.3.2. □ By Mode of Booking
  - 6.3.3. □ By Accommodation Type
  - 6.3.4. □ By Region
- 7. □ North America Online Accommodation Market Outlook, 2018-2032F
  - 7.1. □ Market Size Analysis & Forecast
    - 7.1.1. □ By Value
  - 7.2. □ Market Share Analysis & Forecast
    - 7.2.1. □ By Platform
      - 7.2.1.1. □ Mobile Application
      - 7.2.1.2. □ Website
    - 7.2.2. □ By Mode of Booking
      - 7.2.2.1. □ Online Travel Agencies (OTAs)
      - 7.2.2.2. □ Peer-to-Peer (P2P) Platforms
      - 7.2.2.3. □ Direct Booking Channels
      - 7.2.2.4. □ Others
    - 7.2.3. □ By Accommodation Type
      - 7.2.3.1. □ Hotels and Resorts
      - 7.2.3.2. □ Vacation Rentals
      - 7.2.3.3. □ Hostels
      - 7.2.3.4. □ Homestays and Guesthouses
      - 7.2.3.5. □ Corporate Housing and Serviced Apartments
      - 7.2.3.6. □ Others
    - 7.2.4. □ By Country
      - 7.2.4.1. □ United States
      - 7.2.4.2. □ Canada
      - 7.2.4.3. □ Mexico
  - 7.3. □ Country Market Assessment

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### 7.3.1. United States Online Accommodation Market Outlook, 2018-2032F

#### 7.3.1.1. Market Size Analysis & Forecast

##### 7.3.1.1.1. By Value

#### 7.3.1.2. Market Share Analysis & Forecast

##### 7.3.1.2.1. By Platform

###### 7.3.1.2.1.1. Mobile Application

###### 7.3.1.2.1.2. Website

##### 7.3.1.2.2. By Mode of Booking

###### 7.3.1.2.2.1. Online Travel Agencies (OTAs)

###### 7.3.1.2.2.2. Peer-to-Peer (P2P) Platforms

###### 7.3.1.2.2.3. Direct Booking Channels

###### 7.3.1.2.2.4. Others

##### 7.3.1.2.3. By Accommodation Type

###### 7.3.1.2.3.1. Hotels and Resorts

###### 7.3.1.2.3.2. Vacation Rentals

###### 7.3.1.2.3.3. Hostels

###### 7.3.1.2.3.4. Homestays and Guesthouses

###### 7.3.1.2.3.5. Corporate Housing and Serviced Apartments

###### 7.3.1.2.3.6. Others

\*All segments will be provided for all regions and countries covered

### 8. Europe Online Accommodation Market Outlook, 2018-2032F

#### 8.1. Germany

#### 8.2. France

#### 8.3. Italy

#### 8.4. United Kingdom

#### 8.5. Russia

#### 8.6. Netherlands

#### 8.7. Spain

#### 8.8. Turkey

#### 8.9. Poland

### 9. Asia-Pacific Online Accommodation Market Outlook, 2018-2032F

#### 9.1. India

#### 9.2. China

#### 9.3. Japan

#### 9.4. Australia

#### 9.5. Vietnam

#### 9.6. South Korea

#### 9.7. Indonesia

#### 9.8. Philippines

### 10. South America Online Accommodation Market Outlook, 2018-2032F

#### 10.1. Brazil

#### 10.2. Argentina

### 11. Middle East and Africa Online Accommodation Market Outlook, 2018-2032F

#### 11.1. Saudi Arabia

#### 11.2. UAE

#### 11.3. South Africa

### 12. Porter's Five Forces Analysis

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- 13. □ PESTLE Analysis
- 14. □ Market Dynamics
  - 14.1. □ Market Drivers
  - 14.2. □ Market Challenges
- 15. □ Market Trends and Developments
- 16. □ Case Studies
- 17. □ Competitive Landscape
  - 17.1. □ Competition Matrix of Top 5 Market Leaders
  - 17.2. □ SWOT Analysis for Top 5 Players
  - 17.3. □ Key Players Landscape for Top 9 Market Players
    - 17.3.1. □ Rakuten Group, Inc.
      - 17.3.1.1. □ Company Details
      - 17.3.1.2. □ Key Management Personnel
      - 17.3.1.3. □ Key Products/Services Offered
      - 17.3.1.4. □ Key Financials (As Reported)
      - 17.3.1.5. □ Key Market Focus and Geographical Presence
      - 17.3.1.6. □ Recent Developments/Collaborations/Partnerships/Mergers and Acquisition
    - 17.3.2. □ Booking Holdings Inc.
    - 17.3.3. □ Airbnb, Inc.
    - 17.3.4. □ Expedia, Inc.
    - 17.3.5. □ Booking Holdings Inc.
    - 17.3.6. □ MakeMyTrip Pvt. Ltd.
    - 17.3.7. □ Trip.com Travel Singapore Pte. Ltd.
    - 17.3.8. □ Plu&m Limited
    - 17.3.9. □ Hyatt Corporation
- \*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.
- 18. □ Strategic Recommendations
- 19. □ About Us and Disclaimer

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